

AMENDMENTS TO THE SPECIFICATION

In the following amendment instructions, paragraph numbers refer to the paragraph numbers assigned to the specification of the instant application in U.S. Patent Application Publication No. 2002/0194054 A1

1. Please replace the sentence in paragraph [0027] which starts with "In step 154 ..." with the following amended paragraph:

C1 In step 154, the market research potential candidate pool is freshly solicited such as through e-mail, direct mail advertisements, and new Web site visitors ~~all of whom are finally selected via a direct telephone call.~~

2. Please replace the sentence in paragraph [0028] which starts with "The stimuli can be ..." with the following amended paragraph:

C2 The stimuli can be, but is not limited to, products, packaging, photos, concept statements, illustrations and/or ~~commercials and~~ full motion videos.

3. Please ~~delete~~ the final sentence in paragraph [0028] which reads:

C3 The responses are captured for analysis in a database and automatically e-mailed to the sponsoring client with participant identification, providing the client with immediate feedback of the participants' responses.